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VODAFONE BOOSTS ULTRAFAST 4G PLANS WITH '4GBONUS' SPECIAL PROMOTION

- All Vodafone Red 4G-ready and Vodafone Red Business 4G-ready customers signing up before the end of October will get an extra 4GB of data per month for the length of their contract
- Existing ultrafast 4G customers will also get the '4GBonus' added to their plan at no extra cost
- Vodafone ultrafast 4G coming to Birmingham, Coventry, Leicester, Nottingham and Sheffield on September 28 as rollout to 98% of UK population continues

Vodafone UK is today giving customers even more reasons to enjoy fantastic sports or music entertainment on ultrafast 4G by boosting the amount of data available with all Vodafone Red 4G-ready plans by 4GB per month for the length of their contract. Vodafone Red 4G-ready brings 4G to life as never before, with sports action including over 150 hours of Premier League football from Sky Sports Mobile TV, or more than 20 million songs from Spotify Premium for music lovers.

Anyone signing up to a SIM only plan or a 12 or 24 month plan, with a new 4G-ready handset included, will get three months unlimited UK data, then double the amount of data available on standard Vodafone Red plans plus an extra 4GB per month for the length of their contract. On top of unlimited calls and texts it's Vodafone's best ever value deal. The '4GBonus' offer runs from today until the end of October for new and upgrading customers. Customers who signed up for Vodafone Red 4G-ready plans after they went on sale on August 12 will also receive the additional 4GB of data at no extra cost.

Following the launch of Vodafone ultrafast 4G in London last month, Vodafone also announces today that it will launch 4G services in Birmingham, Coventry, Leicester, Nottingham and Sheffield on September 28. By the end of the year, Vodafone Ultrafast 4G, with speeds typically six times faster than 3G, will also be switched on in Bradford, Edinburgh, Glasgow, Leeds, Liverpool, Manchester and Newcastle.* Vodafone is targeting indoor 4G coverage across 98% of the UK population by 2015.

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Mark Howe, Head of Post Pay Consumer, Vodafone UK, said *"With our Vodafone Red 4G-ready plans 4G finally has a purpose and now with the '4GBonus' Vodafone ultrafast 4G is even more compelling. There are a number of hotly anticipated new devices coming out in the Autumn and with the '4GBonus' there are even more reasons for customers to choose Ultrafast 4G from Vodafone."*

Vodafone Red 4G-ready starts at £26 per month for a 12 month SIM-only plan, which now comes with 6GB of data, and £34 per month for a 24 month plan with a handset included, which now comes with 6GB of data. Vodafone Red 4G-ready customers also have a choice of great entertainment from either Sky Sports Mobile TV or Spotify Premium.

Customers choosing Sky Sports Mobile TV will have access to more live football than ever before, including exclusive live coverage of more than 100 matches from the Barclays Premier League, the Sky Bet Football League, UEFA Champions League, the SPFL and La Liga. Vodafone customers choosing Sky Sports Mobile TV can also look forward to the Ashes tour of Australia this winter, Majors golf coverage including the US PGA Championship and Heineken Cup rugby.

Vodafone Red 4G-ready customers choosing Spotify Premium will have more than 20 million songs at their fingertips. Spotify is the largest music streaming service of its kind, offering instant, on-demand access to the world's music, on the go. Vodafone Red 4G-ready users can discover new music, enjoy playlists curated by their friends, follow their favourite artists and celebrities, or just relax and listen to Spotify radio. Spotify Premium lets music lovers enjoy music however they want – on a smartphone, tablet or through a home entertainment system. Music fans can even listen to their favourite tracks on aeroplanes, thanks to the 'offline sync' feature.

Business users who want to enjoy ultrafast 4G and the ability to share their data allowance at no extra cost with Vodafone Red Business 4G-ready, will also receive an extra 4GB of data for the length of their contract. Vodafone Red Business starts from just £21.67 (ex-VAT), for a 12 month SIM-only plan, which now comes with 6GB of data. Customers who signed up for Vodafone Red Business 4G-ready plans after they went on sale on August 12 will also receive the additional 4GB of data at no extra cost.

For further information:

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Notes to editors

*Vodafone Ultrafast 4G services with speeds typically 6 times faster than Vodafone 3G, based on pre-launch network, may vary due to coverage and demand.

Vodafone Red 4G-ready for consumers (with 4GBonus)

12 month SIM only plans:

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£21	£26	£26	£31	£31	£36	750MB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the SIM only Red 4G-ready plan with 6GB, starting at £26 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the SIM only Red 4G-ready L plan with 8GB (starting at £31) and the SIM only Red 4G-ready XL plan with 12GB (starting at £36) get Spotify Premium or Sky Sports Mobile TV included for the whole 12 months of their contract. At the end of the year, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

24 month contracts (with 4G handset):

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£42	£47	£47	£52	£52	£57	3GB
	£37	£42	£42	£47	£47	£52	2GB
	£33	£38	£38	£43	£43	£48	1GB
	£29	£34	£34	£39	£39	£44	500MB
	£29	-	£34	-	-	-	250MB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the Red 4G-ready plan with 6GB, starting at £34 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the Red 4G-ready L plan with 8GB and the Red 4G-ready XL plan with 12GB get Spotify Premium or Sky Sports Mobile TV included for the whole two years of their contract. At the end of the two years, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

12 month contracts (with 4G handset):

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£47	£52	£52	£57	£57	£62	1GB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the Red 4G-ready plan, starting at £52 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the Red 4G-ready L plan (£57) and the Red 4G-ready XL plan (£62) get Spotify Premium or Sky Sports Mobile TV included for the whole 12 months of their contract. At the end of the year, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

Spotify Premium and Sky Sports Mobile TV – which provides access to Sky Sports 1 and 2 – are available on selected iOS and Android smartphones. For more information, please visit vodafone.co.uk/4g.

Access to either Sky Sports Mobile TV or Spotify Premium is included in a customer's plan, streaming live sports or streaming music will use a customer's data allowance.

Vodafone Red Business 4G-ready for businesses (with 4GBonus) 12 month SIM only plans (ex-VAT):

	Red Business 4G-ready	Red Business 4G-ready L	Red Business 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	2GB 6GB	4GB 8GB	8GB 12GB	
	£21.67	£25.83	£30	750MB
With Optional One Net Express included	£31.67	£35.83	£40	

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24 month contracts, with 4G handset

(prices quoted include optional One Net Express at £10 extra per month):

	Red Business	Red Business 4G-ready	Red Business L	Red Business 4G-ready L	Red Business XL	Red Business 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£45	£49.17	£49.17	£53.33	£53.33	£57.50	3GB
	£40.83	£45	£45	£49.17	£49.17	£53.33	2GB
	£37.50	£41.67	£41.67	£45.83	£45.83	£49.17	1GB
	£34.17	£38.33	£38.33	£42.50	£42.50	£46.67	500MB
Data Sharing Included?	No	Yes	No	Yes	No	Yes	

Optional One Net Express

With Vodafone One Net Express, there's no need for a separate fixed landline for voice communications. Customers can keep their current landline number or add a virtual one to their mobile phone for £10 per month. Incoming calls are routed to the mobile with no divert charges. Users with two or more mobile phones can enjoy call handling features such as auto attendant and multi-user hunt groups.